

Building on Our Success:
The *California Nutrition Network* in 2006

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Joint Steering Committee
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Network Damage Report

- 12 LIA's and 3 important non-profits dropped out
- 8 leadership projects redirected or slowed
- 14 food security projects redirected
- *5 a Day Campaigns'* cut back food access, retail, policy, media and worksite
- 11 RNN Collaboratives reorganized policy activities
- 300 school districts prohibited from using *Network* funds for key activities
- Media and state surveys cut back



National Environment for FSNE

- The 18 state nutrition networks also have been cut back
- Cuts are proposed by Congress in poverty programs e.g., Medicaid and Food Stamps
- USDA continues to re-engineer FSNE → *2007 Guidance*
- 2007 Farm Bill may modernize the Food Stamp Program and FSNE
- Documentation will continue to be the priority



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Macro-Statistics Tell the Story

- 5.4 more Americans entered poverty between 2000 and 2004
- 2.9 M low-income California adults (1 in 3!) reported being food insecure or hungry during 2003, a 5 point rise in two years
- Fresno has the highest poverty rate of any U.S. city, exceeding New Orleans
- San Diego and Oakland are the lowest ranked big cities in Food Stamp participation



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Network Statistics Tell More

- 6.6M Californians are <130% FPL- only 1.8M get Food Stamps, 60% are children
- 10M Californians (28%) <185% FPL and FSNE-eligible
- 40% of California's 9M children are FSNE-eligible, with little difference by age
- 1,300 (18%) of California's 7,000 census tracts qualify as FSNE locations
- 4,800 (51%) of California's 9,400 schools have >50% of students qualified for F/RP meals
- Only 735 (13%) of supermarkets are in FSNE-qualified census tracts
- Geo-targeting excludes 56% of Food Stamp users and 63% of FSNE-eligibles



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California's Social Ecological Model for Nutrition, Physical Activity and Obesity Prevention Program Design and Evaluation

SOCIETY

California,
the nation

COMMUNITY

County,
municipality,
coalitions, networks

ORGANIZATIONAL

Organizations,
businesses,
institutions

INTERPERSONAL

Family, friends,
social networks

INDIVIDUAL

Knowledge,
attitudes,
skills

The *Network's* Intermediate Objectives As Recommended in *Preventing Childhood Obesity* by the IoM

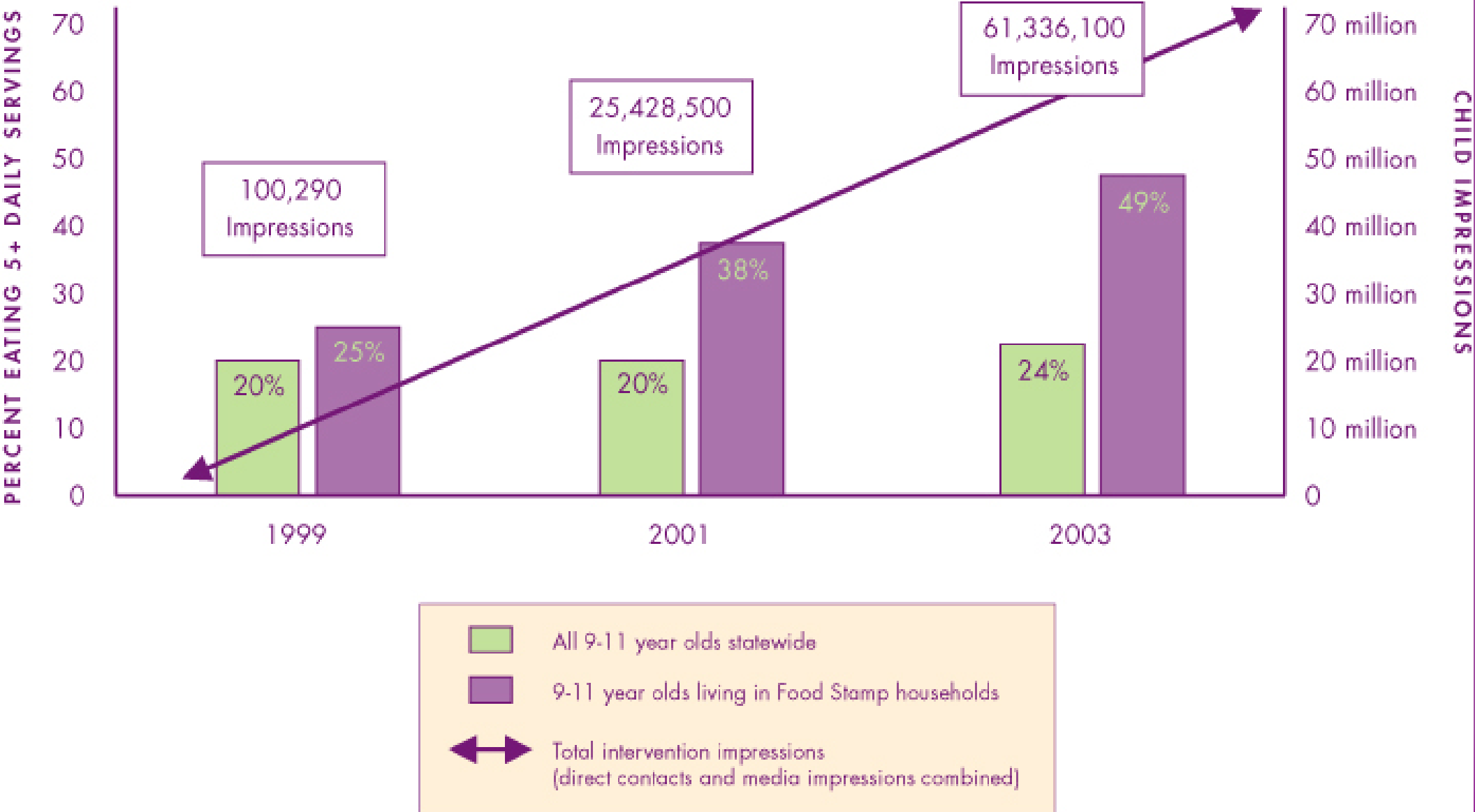
- Fruits and vegetables—increase desire and demand for in 3 targeted venues—communities, schools and worksites
- Physical activity—increase desire and demand for opportunities, as above
- Food security—strengthen linkages within the low-income food system, especially Food Stamps
- Mobilize communities—empower consumer coalitions for systems, policy and environmental change at all levels
- Achieve healthier environments—raise expectations for healthy food and appealing physical activity in low-income venues



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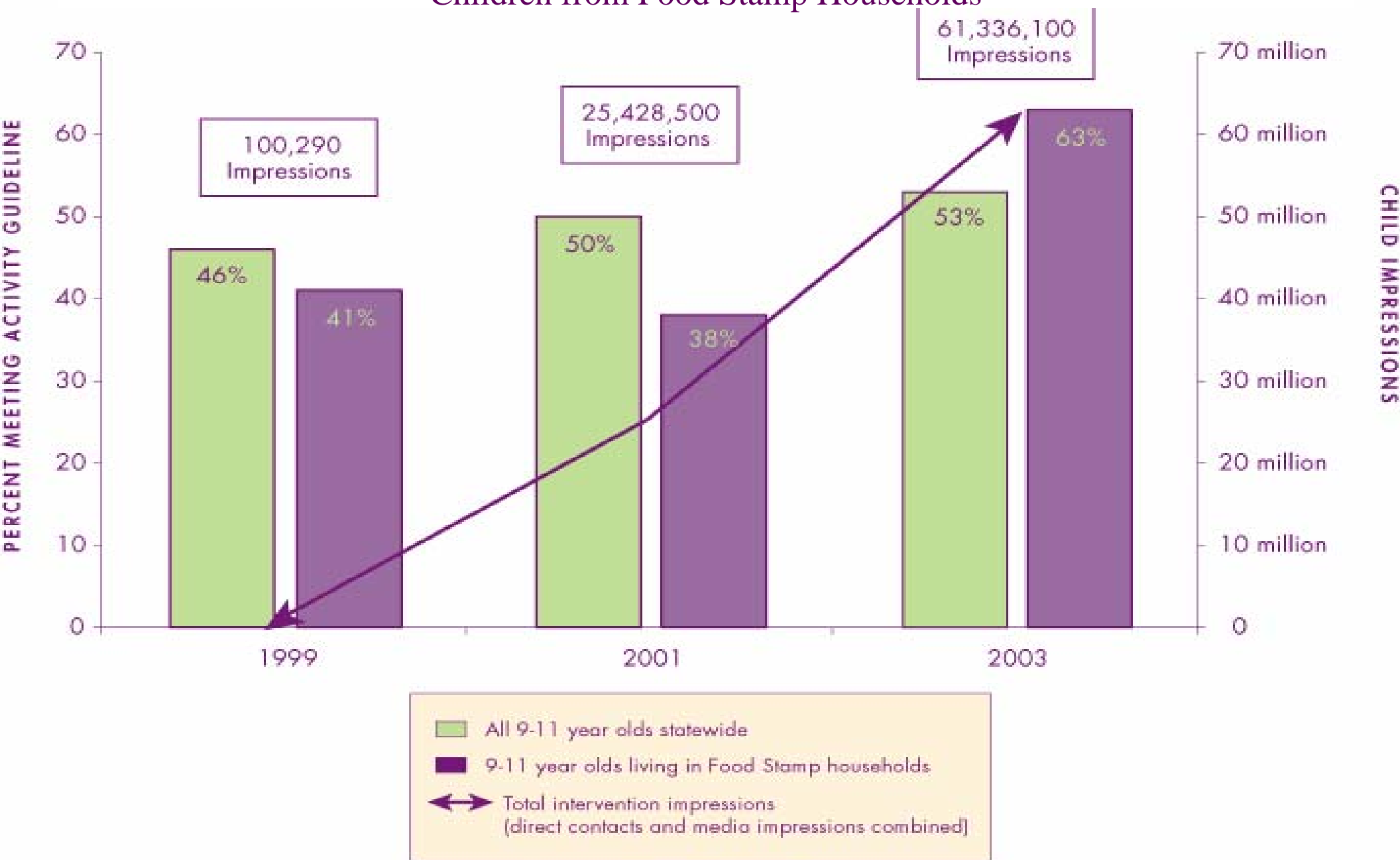


California FSNE Interventions are Positively Associated With Increased Fruit and Vegetable Consumption Reported by Children from Food Stamp Households



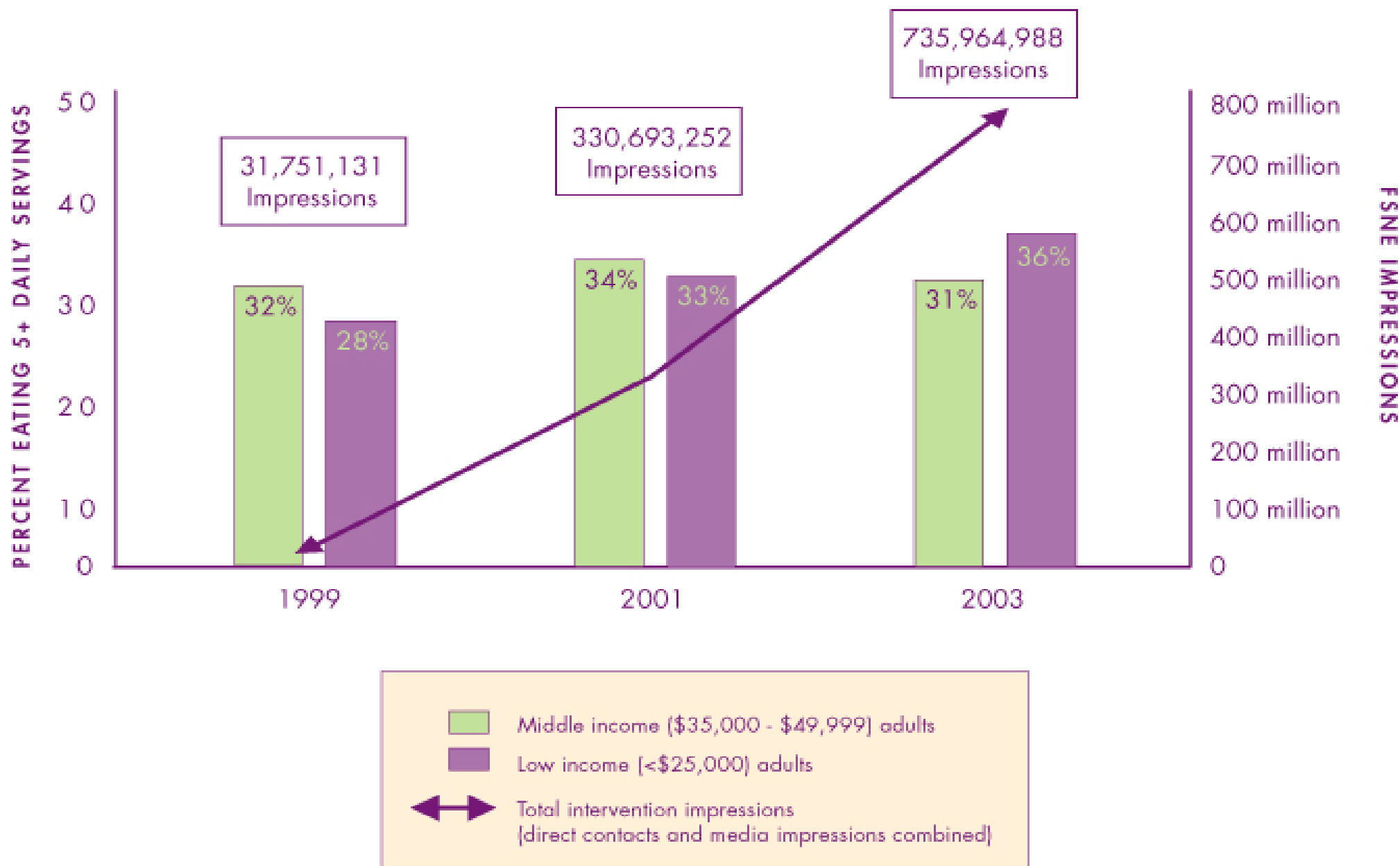
Source: CalCHEEPS; Power Play! data

California FSNE Interventions are Positively Associated with More Physical Activity Reported by Children from Food Stamp Households



Source: CalCHEEPS; Power Play! data

California FSNE Interventions are Positively Associated with Increased Fruit and Vegetable Consumption Reported by Low-Income Adults



Source: California Dietary Practices Survey; SAAR

So Where's the Silver Lining?

- Silos among USDA categorical programs are being busted
- Visibility of issues, solutions, and the *Network* is raised, especially with Governor's Initiative-there's excellent support
- FSNE's niche as key to eliminating disparities is clear
- Partnerships are being strengthened through adversity
- We are wiser, more connected, and committed!



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2005-2007 *Network* Communications Platform

“With children as a catalyst for change, promote policies, environments and social norms that enable and inspire low-income mothers to intervene in family nutrition and physical activity practices.”



Where to From Here?

- Tap our assets—public and policy awareness is high
- Maximize the funded resources we have-150 *Network* projects, 11 regional collaboratives, and 59 UCD adult and youth programs
- Capitalize on our mass communications know-how with *Fed Up Moms*, and beyond
- Empower FSNE consumers—moms and youth as change agents—school LIA's, step up!
- Use new *Communities of Excellence (CX³)* to package it all strategically
- Diversify the funding base-now is the time!



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Rosa Parks
1913 – 2005

A courageous woman who “just got sick and tired of being sick and tired”

